



U.S. Department of Labor

LinkedIn Job Search Participant Guide

**Off-Base Transition Training (OBTT)
Veterans' Employment & Training Services (VETS)
Transition Assistance Program (TAP)**

January 2022

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Workshop Introduction

Welcome to the LinkedIn Job Search workshop. The Department of Labor (DOL) provides this two-hour workshop to veterans, including those veterans currently serving in the Reserve Component (National Guard and Reserve members), and their spouses seeking employment.

In this workshop, you will:

- Discover LinkedIn Recruiter.
- Expand your network through connections, groups, and organizations (companies).
- Search LinkedIn job postings.
- Set job search alerts.
- Show recruiters you are open to work.

This workshop focuses on effectively using LinkedIn as a tool. Learning how recruiters search and group candidates, how the platform functions, and how you can use this information to create opportunities enables you to make the most of this tool.

Workshop Section Focus

WORKSHOP SECTION FOCUS	
Workshop Section	Section Focus
LinkedIn Recruiter	<ul style="list-style-type: none">• How do recruiters search for candidates?• How does LinkedIn categorize search results?
LinkedIn Networking	<ul style="list-style-type: none">• How do you strategically expand your network?• How does your network open you up to employment opportunities?• How do you connect with others?
LinkedIn Job Search	<ul style="list-style-type: none">• What job search features does LinkedIn offer?• How do you alert recruiters that you are open to work?

LinkedIn is the world's largest professional online network providing effective job search tools and opportunities to connect with recruiters and others who can help your job search.

This workshop is divided into three sections. You will learn how recruiters search for candidates, how to expand your LinkedIn network, and how to use LinkedIn as a productive job search tool.

- Section 1: LinkedIn Recruiter
 - How do recruiters search for candidates?
 - How does LinkedIn categorize search results?
- Section 2: LinkedIn Networking
 - How do you strategically expand your network?
 - How does your network open you up to employment opportunities?
 - How do you connect with others?
- Section 3: LinkedIn Job Search
 - What job search features does LinkedIn offer?
 - How do you alert recruiters that you are open to work?

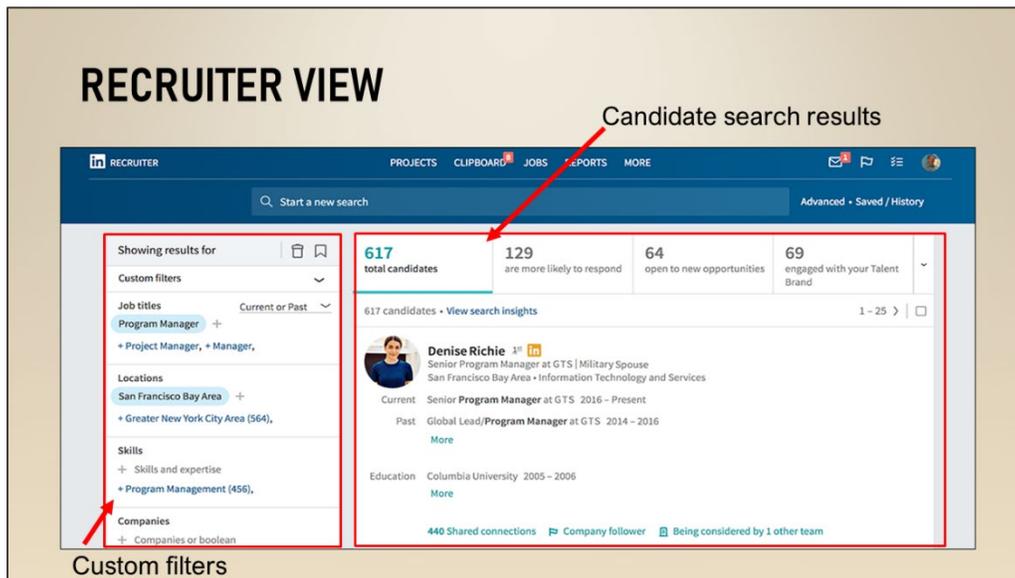
Section 1: LinkedIn Recruiter



Recruiters and hiring managers not only use LinkedIn to research candidates who applied for open positions at their companies, but they also **actively search for viable candidates** on LinkedIn for those open positions. LinkedIn features more than 20 million active job listings. Nine out of ten employers use LinkedIn during the hiring process and 97% of Fortune 500 companies use LinkedIn for recruiting and sourcing talent.

Understanding how a recruiter searches for candidates and how LinkedIn displays those results helps you create a winning strategy for your job search.

Recruiter View



Much like an applicant tracking system (ATS) sorts resumes based on job posting criteria, LinkedIn sorts candidates by criteria recruiters enter on LinkedIn Recruiter. These systems use keywords and set criteria to identify candidates who best match the job's requirements. Recruiters set the criteria based on LinkedIn profile sections. This includes using filters to search by job titles, locations, skills, companies, company followers, schools, year of graduation, industries, keywords, and employment type (full time, contract, temporary, etc.).

LinkedIn sorts the candidate search results into categories. The **total candidates** tab displays all the candidates who appeared in the search based on all the filters applied. LinkedIn orders the candidates by best profile match to the recruiter's search criteria. The more keywords in a profile that match the search criteria, the higher up the profile appears in the search results. Additional tabs further categorize the total candidates.

Custom Filters

The screenshot shows the LinkedIn Recruiter interface. On the left, a sidebar titled 'CUSTOM FILTERS' is visible, containing sections for Job titles, Locations, Skills, and Companies. The 'Job titles' section is expanded, showing 'Program Manager' as a selected filter. A red box highlights this section. On the right, the search results for 'Program Manager' are displayed, showing 617 total candidates. A callout box with a blue border and white background is overlaid on the results, containing the following text:

Ensure your profile filters to the top of recruiter searches by:

- Using keywords more than once throughout your profile.
- Including similar job titles for your previous positions.

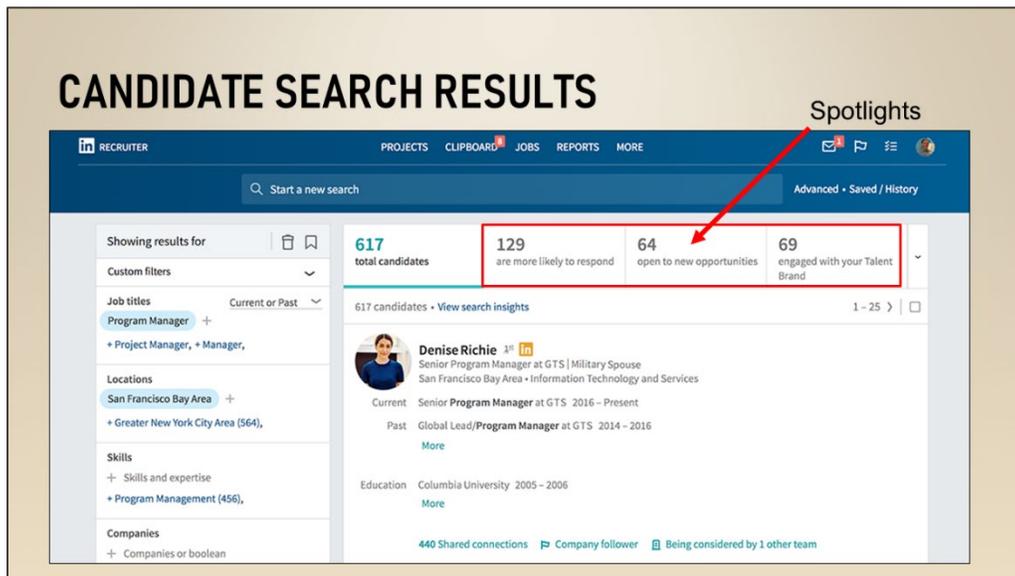
Red arrows point from the callout box to the 'Program Manager' filter in the sidebar and to the 'Senior Program Manager' job title in the search results.

Maximize your exposure to recruiters by following these tips to ensure your profile filters to the top of the search results:

- **Use keywords more than once throughout your profile.** The more a keyword appears in your profile, the higher you are on a recruiter's search for that keyword. So, if someone's profile has Project Manager listed 12 times and yours has that keyword 15 times, you will appear higher in the search results. This applies to industry keywords, job titles, and skills. For example, if leadership is one of your skills, ensure you include the keyword "leadership" throughout your profile including the Skills section, under individual job positions (if applicable), and in your About section (Summary Statement).
- **Include similar job titles for your previous positions (if applicable).** Some job titles are standard throughout an industry and others vary by company. For instance, one company uses the job title Trainer while another uses Training Instructor. Another example is Project Lead, Task Lead, or Project Manager. List other job titles that encompass your role in the industry to appear in more searches. Remember to include relevant job titles in other sections of your profile, like the About section (Summary Statement).

View the appendix in this participant guide for a breakdown of available filters in LinkedIn Recruiter. Apply this knowledge to your job search.

Candidate Search Results



Candidate search results give recruiters insight into the candidate's professional history, engagement, and activity on LinkedIn. It shows current and past positions that match search criteria. It also gives details like shared connections between the recruiter and the candidate, and that the candidate is a company follower. Therefore, growing your network and engaging on LinkedIn helps you stand out and tells recruiters you are interested in their company.

Spotlights

Each tab in the candidate search results is a category by which a recruiter views potential candidate. LinkedIn calls these spotlights. LinkedIn categorizes candidates in search results based on keywords in their profiles, their contacts, groups, companies they follow, and their public contributions (posts, likes, shares, or comments). Spotlights vary based on different types of candidate relationships and interactions on LinkedIn. Understanding spotlights on LinkedIn Recruiter gives you insight into networking and interacting on LinkedIn, including connecting with others, joining groups, following companies, and posting and reacting to other posts in your feed.

The following are a few spotlight examples:

- **Are more likely to respond:** This spotlight prioritizes candidates who are more likely to engage with recruiters and their companies based on candidate relationships (connections with company employees), affinity with the hiring company (following the company and responding to posts), and insights from past recruiting activity. To

make this feature work for you, grow your network by adding people who work for the company of interest and actively contribute to that company's feed.

- **Open to new opportunities:** This spotlight lists candidates who activated the **Open to** feature on their profile page and who also match the search criteria. It is important for you to change your status to **Open to work** when you are ready to apply for positions because recruiters typically prioritize candidates who match the search criteria and are open to new opportunities.
- **Engaged with your Talent Brand:** This spotlight highlights candidates who have proactively shown an interest in the company on LinkedIn by following the company or publicly responding to posts such as likes, shares, or comments. When you apply for jobs on LinkedIn, remember to follow the company and respond to its posts in your feed.
- **Company connections:** This spotlight identifies people who are 1st-degree connections of employees at the company. If you are set on working for certain companies, reach out and make connections with employees in that company, when appropriate.

Section 2: LinkedIn Networking

LinkedIn provides professional networking opportunities. Networking is the process of interacting with others to exchange information and develop a mutually beneficial relationship. It accounts for most job offers. Every person you know, meet, and interact with is a potential member of your network, including your LinkedIn connections.

This section focuses on using LinkedIn as a tool to effectively expand your network. It is not intended to teach you how to network. For information on how to best grow your network, create meaningful connections, and nurture your relationships, attend the OBTT workshop, Marketing Yourself and Other Job Search Tactics.

Networking



LinkedIn offers opportunities to grow your network which can lead to both advertised and unadvertised positions. LinkedIn has over 740 million members and 2.9 million groups. More than 55 million companies and 90 thousand schools have a page on LinkedIn. Make connections, join groups, and follow companies on LinkedIn to grow your network.

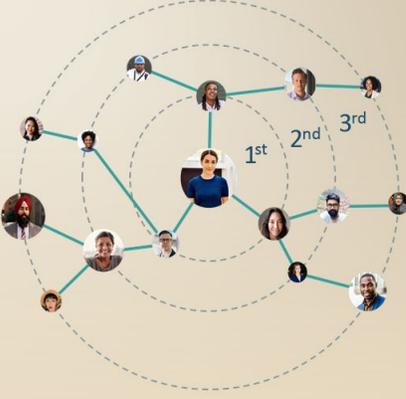
Tapping into these companies and groups not only expands your network, but it also enables you to proactively create job opportunities. The more groups, companies, and activities you participate in on LinkedIn, the more likely you are to show up in recruiter searches.

LinkedIn Connections

LINKEDIN CONNECTIONS

Make new connections on LinkedIn to:

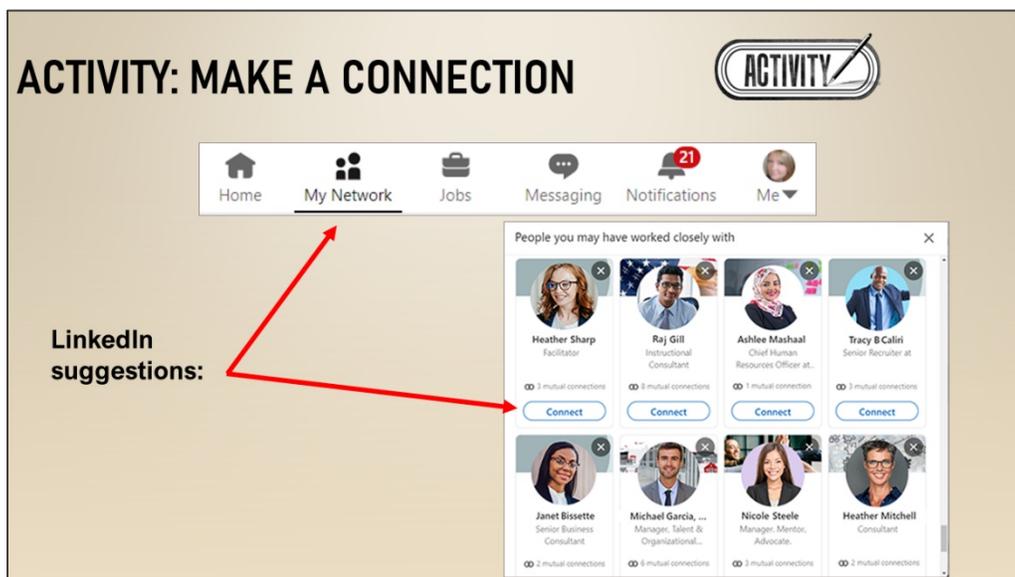
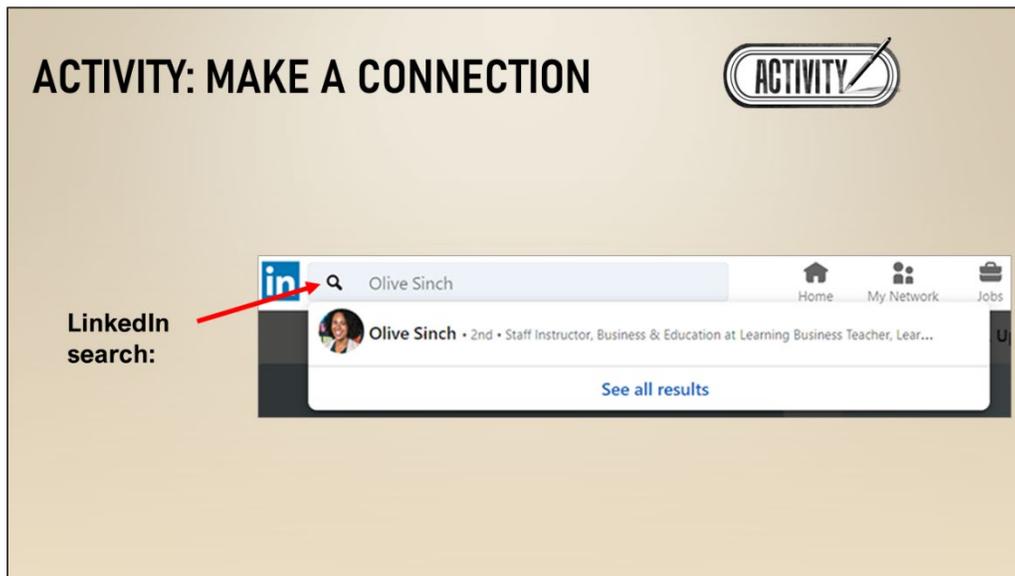
- Appear in more recruiter searches.
- Receive more recommendations and endorsements.



LinkedIn suggests new connections and gives you strategies for adding contacts. Expanding your network gives you more chances to appear in recruiter searches when the recruiter uses the **Network relationships** filter. Recruiters use this filter to narrow their search results to candidates who are in their network. They can filter 1st- or 2nd-degree connections, group members, or 3rd-degree connections plus everyone else. The more connections you make, the more 2nd- and 3rd-degree connections you will have.

Networking is a mutually beneficial process. As much as your network is helpful to you, your skills, connections, and resources are useful to them too—85% of employers say a positive online reputation influences their hiring decision. Recommendations and endorsements from your connections instill confidence in you and make you stand out to recruiters. Remember to recommend and endorse your contacts and ask them to recommend and endorse you too.

Activity: Make a Connection



Ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they become a 1st-degree connection. Invite people you know and trust because 1st-degree connections have access to information you display on your profile. LinkedIn offers information to help you manage your privacy settings on your profile: <https://www.linkedin.com/help/linkedin/answer/66>.

Send LinkedIn invites:

- **LinkedIn search:** Search by name using the LinkedIn Search feature on your LinkedIn feed main page (www.linkedin.com/feed/). This feature works when you have a connection in mind and know that person's name.

- **LinkedIn suggestions:** Send invites from LinkedIn suggestions of people who you already know from previous jobs, volunteer work, and schools. Find suggestions under the **My Network** tab. LinkedIn suggests more connections over time because this feature improves as you build your profile and your network.

Ensure you personalize LinkedIn's generic message to each person. For example: "I saw that you were stationed at Quantico..." or "I noticed we are both connected to James Richardson..."

Groups

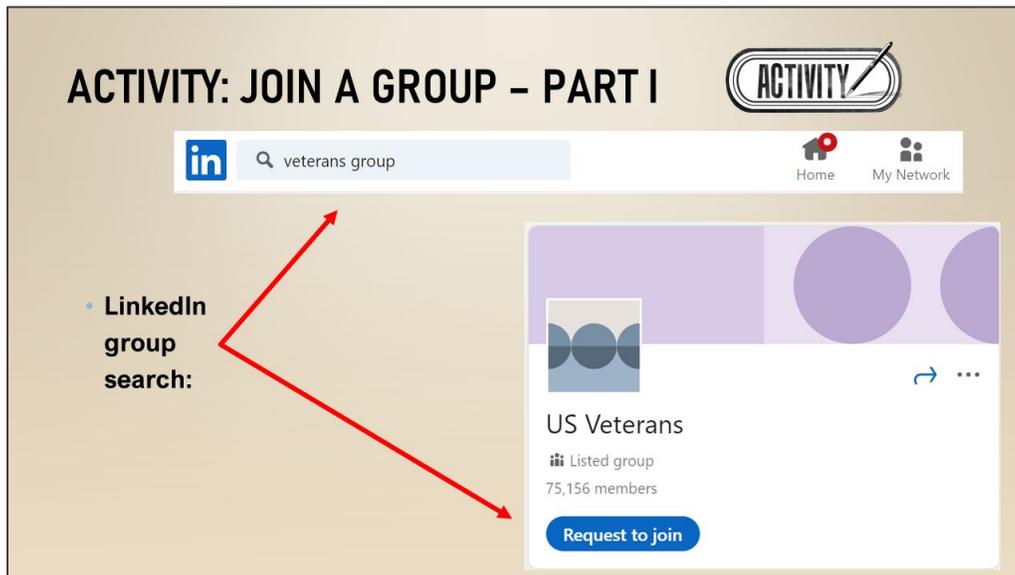


LinkedIn Groups provide a venue for professionals to share their experiences, ask for guidance, and build meaningful relationships in their industries. LinkedIn allows group members to message one another without being contacts, giving you more opportunities to build your network. Join a LinkedIn group to connect with people who share your interests or industry.

Recruiters use the **All groups** filter to find potential candidates who are members of specific LinkedIn Groups. They use the **My groups** filter to find members of groups they belong to. Make strategic group choices. Consider what groups recruiters in your industry follow and follow those groups.

Activity: Join a Group

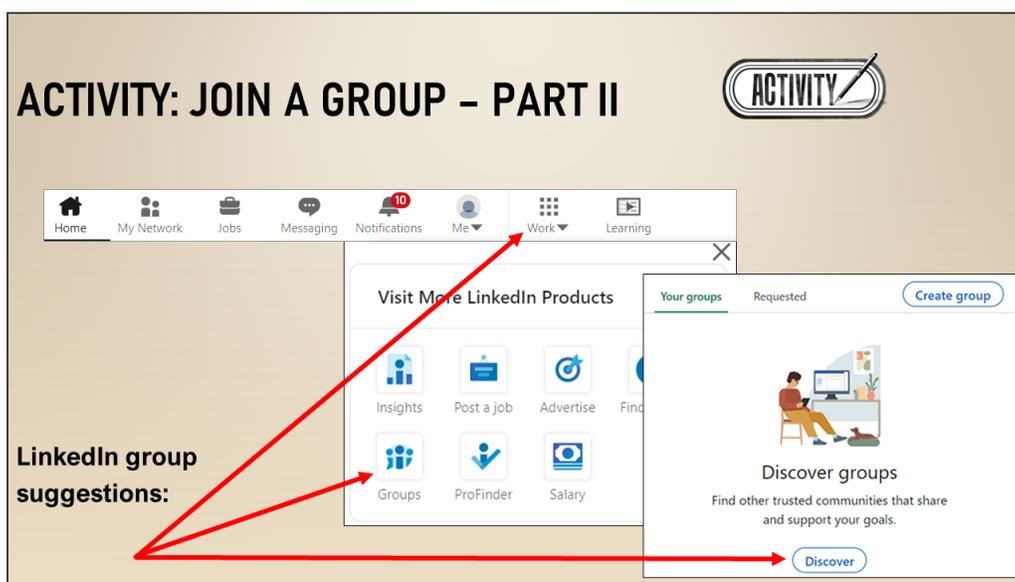
ACTIVITY: JOIN A GROUP – PART I



LinkedIn group search:

US Veterans
Listed group
75,156 members
Request to join

ACTIVITY: JOIN A GROUP – PART II



LinkedIn group suggestions:

Discover groups
Find other trusted communities that share and support your goals.
Discover

Join groups on LinkedIn:

LinkedIn search: Search by group name using the LinkedIn Search feature on your LinkedIn feed main page (www.linkedin.com/feed/). This feature works when you know the group's name.

LinkedIn suggestions: Request to join groups recommended by LinkedIn based on your profile and connections. To view your LinkedIn group suggestions, select the Work tab from your LinkedIn feed main page and select Groups.

Companies



COMPANIES

Follow a company to:

- Improve your chances of getting hired by connecting with employees.
- Stay informed.
- Receive open positions in your feed.
- Search open positions.
- Show recruiters you are interested in the company.

In addition to joining groups, LinkedIn allows you to follow companies without establishing connections with the organization. Follow a company of interest to build possible connections with employees in the company. Candidates are **four times** more likely to get hired at a company where they have a connection. On the LinkedIn company page, view employees who work for that organization and identify possible connections.

The benefits of following a company also help with job searches. Use the company's page to learn if the organization's culture is a good fit for you and to research the organization before a job interview. Companies you follow show up in your news feed with regular updates, including job openings. Companies also have a **Jobs** tab on their page where you can search open positions and create job alerts so open positions are sent straight to you.

If you apply to an open position, ensure you are following the company on LinkedIn. Recruiters use the **Company followers** filter to find candidates who follow their company on LinkedIn. A LinkedIn study showed that **76%** of members are interested in job opportunities from companies they follow. Following a company sends recruiters the message that you already know their company brand and you are twice as likely to respond to an InMail message. Recruiters also use the **Engaged with your Talent Brand** spotlight to narrow their search. Following the company and interacting with posts ensures you appear in that spotlight.

Also, **more than half** of hiring managers use LinkedIn profiles to qualify jobseekers. Hiring managers may check your profile to see your level of interest in the company. So, follow and engage with companies of interest.

Activity: Follow a Company

ACTIVITY: FOLLOW A COMPANY – PART I

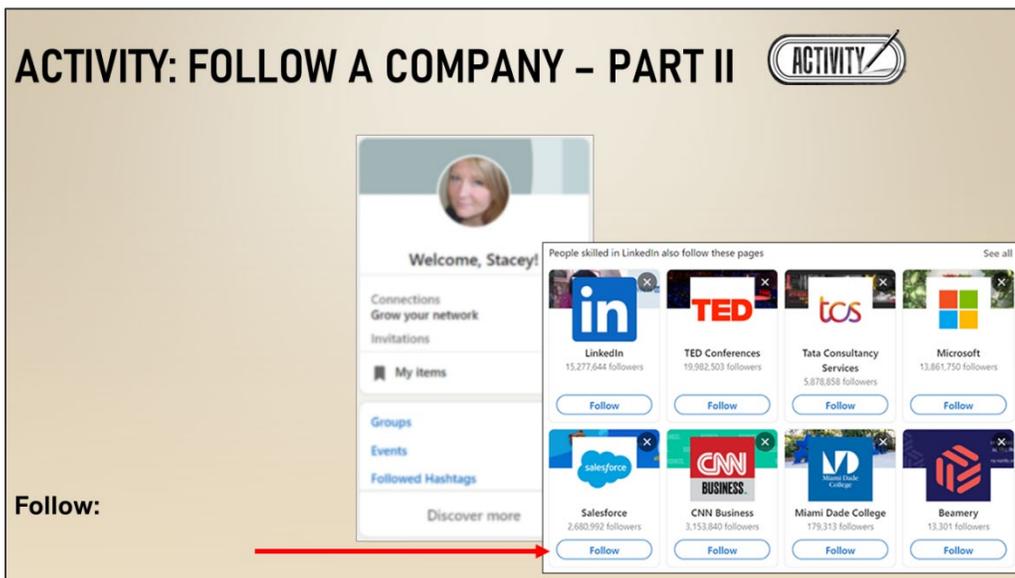
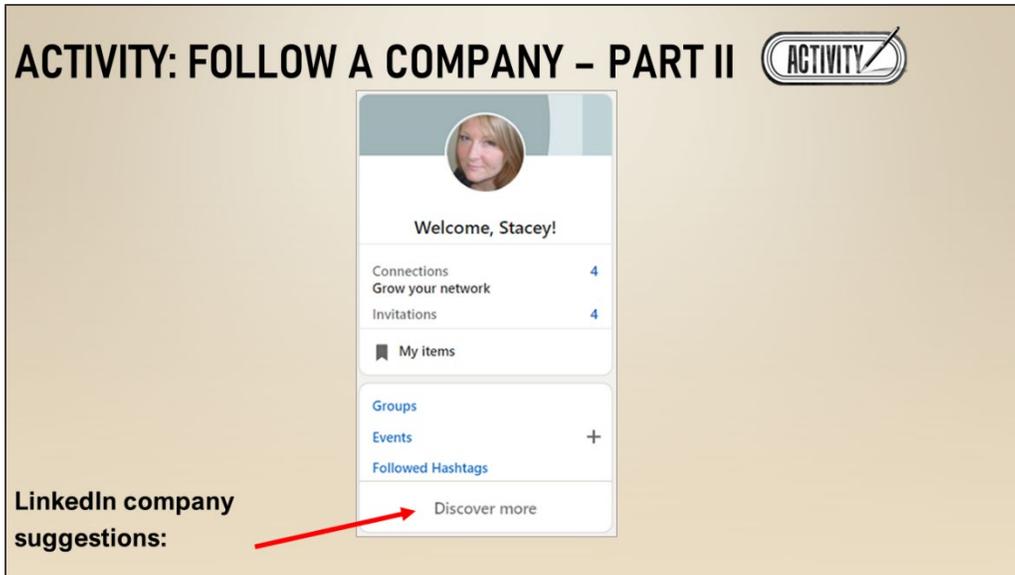
LinkedIn company search:

The screenshot shows the LinkedIn search interface. The search bar contains the text "Department of Labor". Below the search bar, the results for "U.S. Department of Labor" are displayed. The company name "U.S. Department of Labor" is highlighted with a red arrow. Another red arrow points to the search bar. The company profile card shows the U.S. Department of Labor logo, a banner image, and the text: "U.S. Department of Labor", "Strengthening America's workforce. Sharing information on U.S. workers, jobs, employment, safety and regulations.", "Government Administration · Washington, DC · 91,782 followers", and "3 people from your company work here · 7,209 employees". At the bottom of the card are buttons for "+ Follow", "Visit website", and "More".

ACTIVITY: FOLLOW A COMPANY – PART I

Follow:

The screenshot shows the LinkedIn company profile for "U.S. Department of Labor". The search bar at the top contains "Department of Labor". The company name "U.S. Department of Labor" is highlighted with a red arrow. Another red arrow points to the search bar. A third red arrow points to the "+ Follow" button at the bottom of the company profile card. The company profile card contains the same information as in the previous screenshot: logo, banner, name, description, location/follower count, and employee count.



Follow a company on LinkedIn:

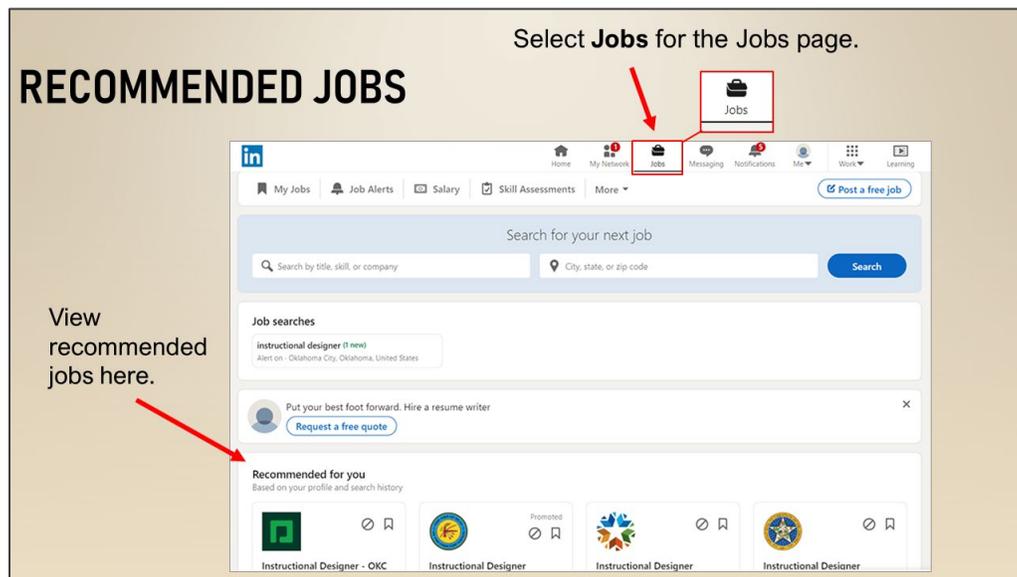
LinkedIn search: Search by company name using the LinkedIn **Search** feature on your LinkedIn feed main page (www.linkedin.com/feed/). This feature works when you know the company’s name.

LinkedIn suggestions: Request to follow companies recommended by LinkedIn based on your profile and activity. To view your LinkedIn company suggestions, select **Discover more** on the left side of your LinkedIn feed main page.

Section 3: LinkedIn Job Search

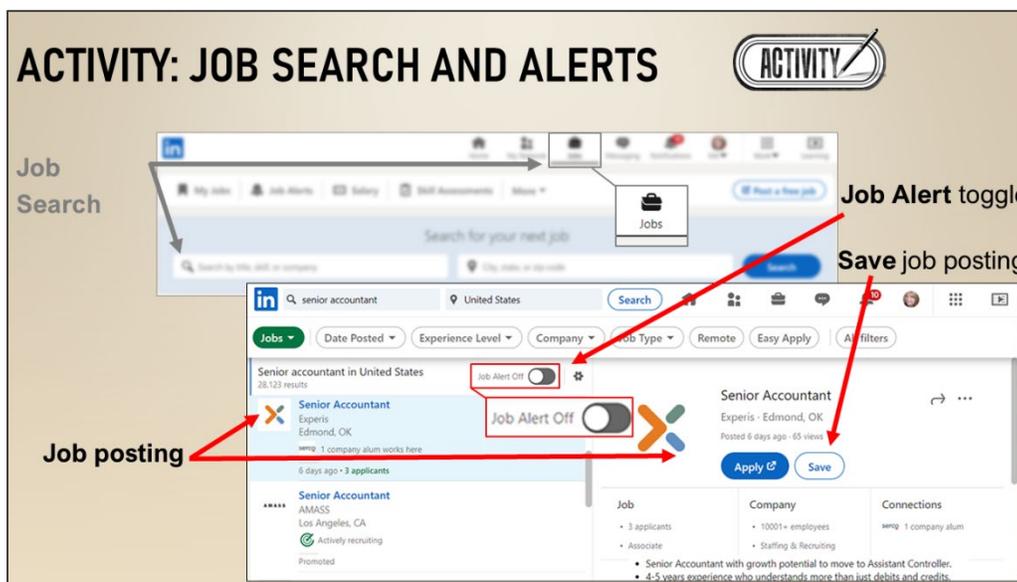
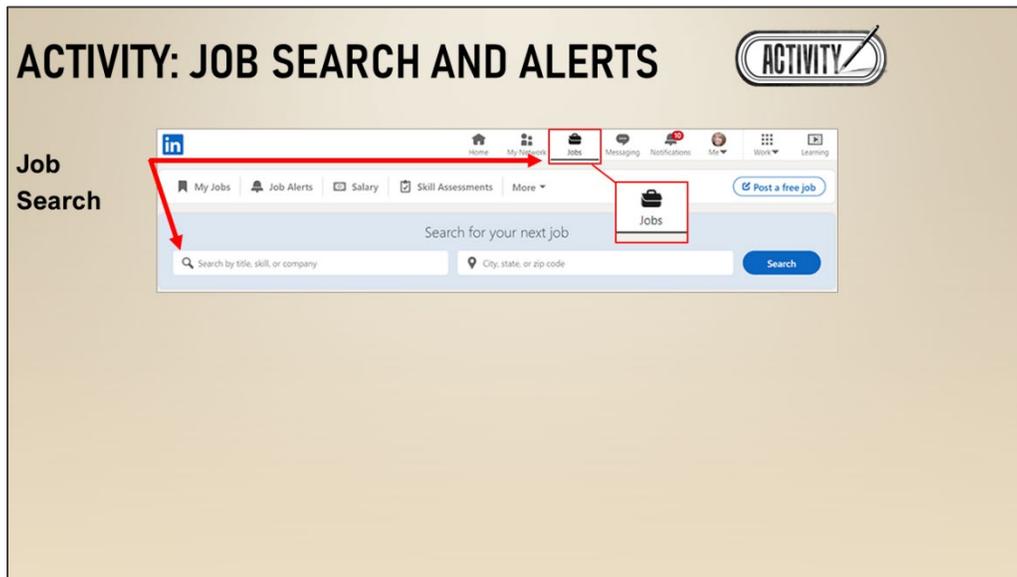
LinkedIn is more than a networking tool. In addition to searching for jobs on company pages, use the job search features LinkedIn offers to find open positions that fit your skills and experience. LinkedIn gives useful information like how many people have applied for the job, your 1st-degree LinkedIn connections who work for the company, and basic information about the company.

Recommended Jobs



LinkedIn includes a **Jobs** tab at the top of your profile. Select the **Jobs** tab to see LinkedIn's recommended jobs based on your profile, including your skills, experience, education, activity, and interests (groups you join and companies you follow).

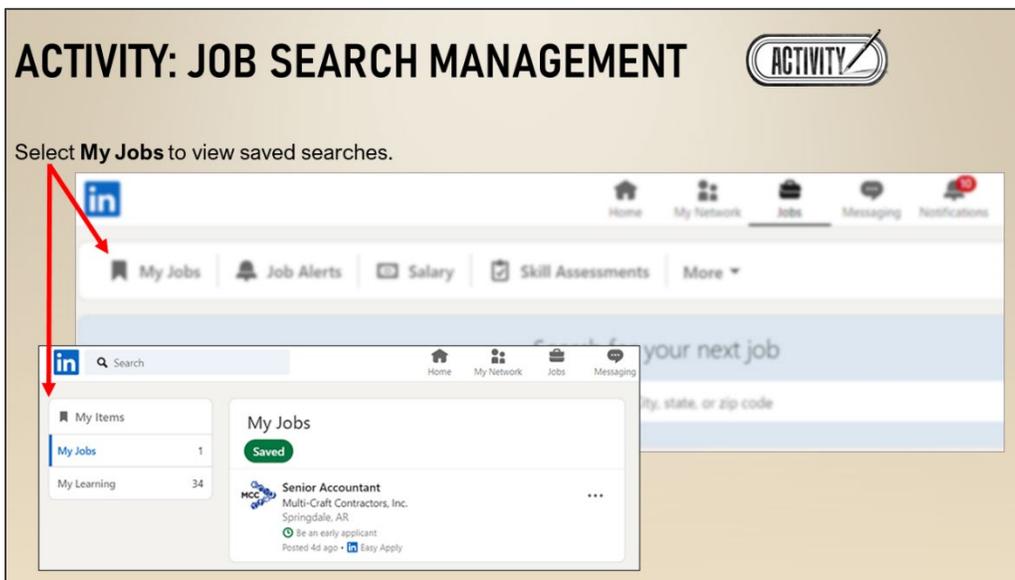
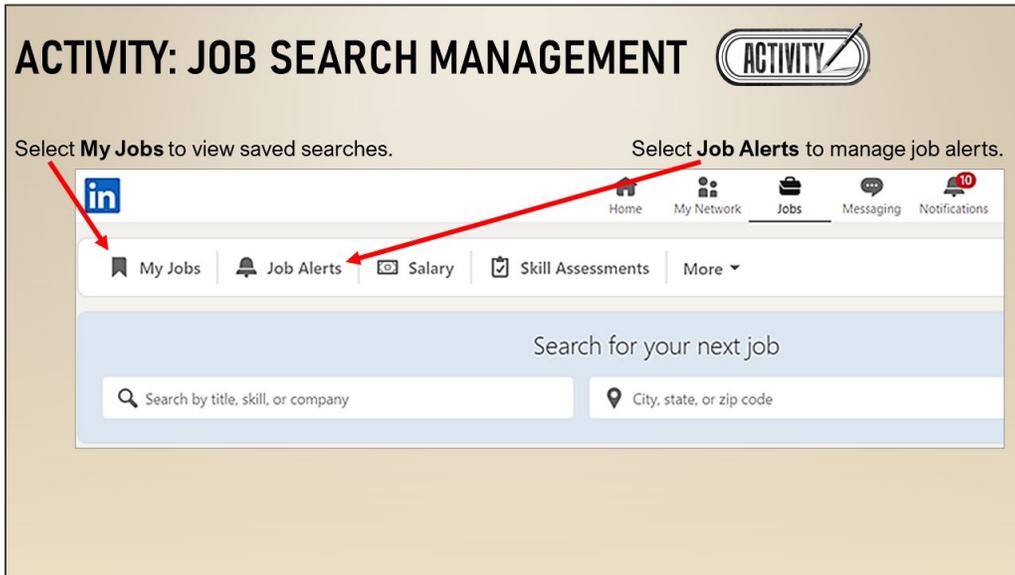
Activity: Job Search and Alerts

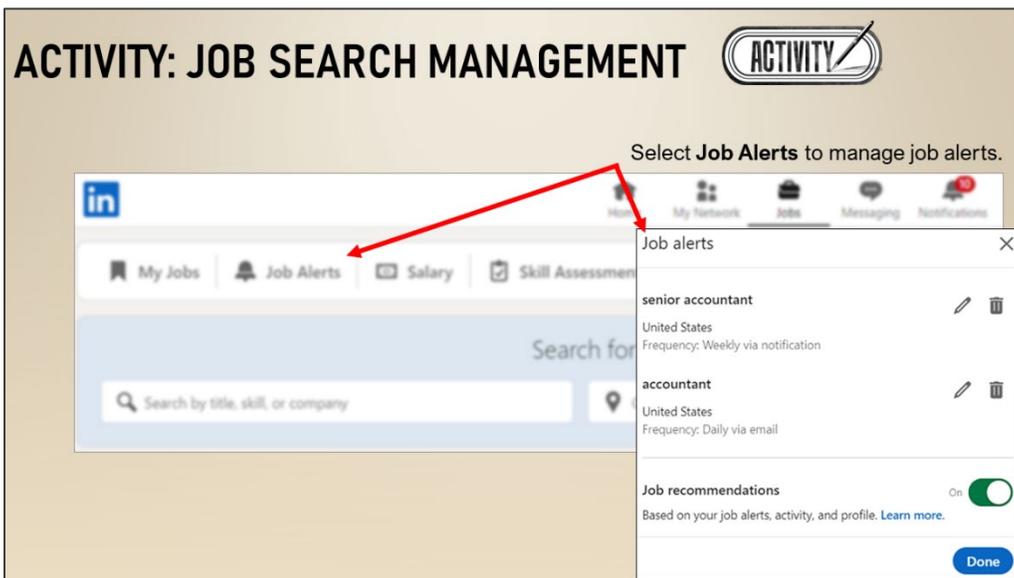
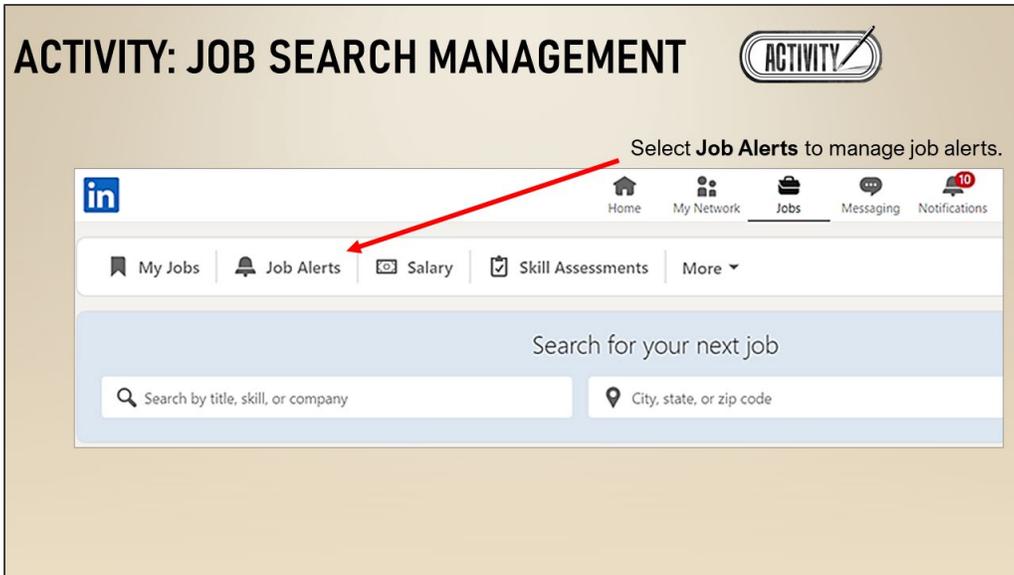


Also, on the **Jobs** page, use the **Search** feature to search for a job by title and location. Use the filters LinkedIn provides to narrow your search. Selecting a job displays the job description page. The job description provides company and job-specific information. At the top of the job description page, apply for the position or save it for later. Find saved jobs under the **My Jobs** tab at the top of the **Jobs** page.

LinkedIn gives you the option to set job alerts. Job alerts allow you to target specific job titles, locations, and companies. Set job alerts to stay updated and informed when new job opportunities arise. At the top of a job search result page, toggle the **Job Alert** button to **On** for that job search.

Activity: Job Search Management





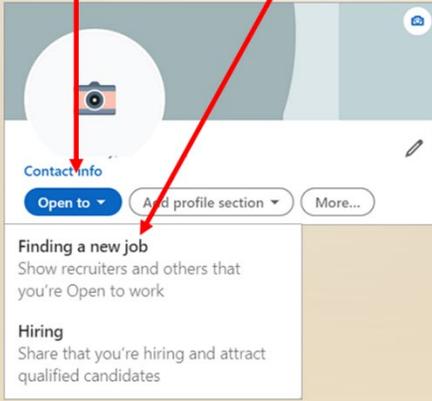
Manage your job alerts on the **Job Alerts** tab. On this tab, set frequency and delivery criteria for each search and toggle the LinkedIn **Job Recommendations** feature at the bottom to **On** to receive recommended open-position job posts.

Activity: Set Open to Feature

ACTIVITY: SET OPEN TO FEATURE

ACTIVITY

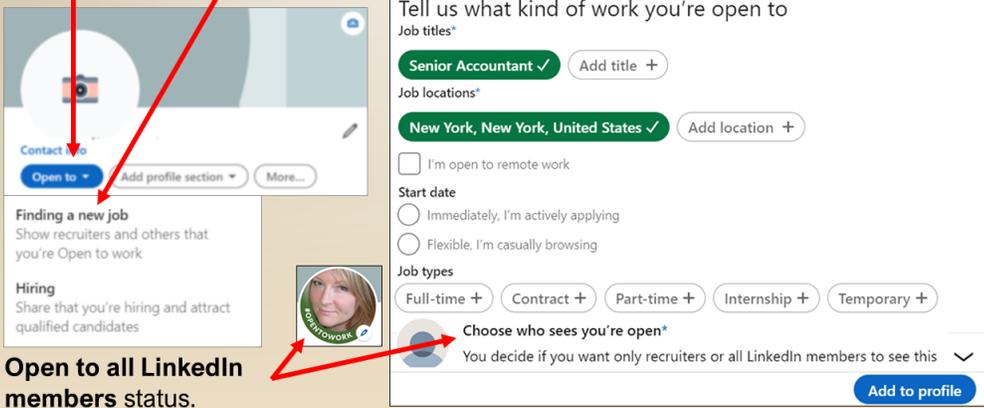
Select **Open to** and **Finding a new job**.



ACTIVITY: SET OPEN TO FEATURE

ACTIVITY

Select **Open to** and **Finding a new job**.



Open to all LinkedIn members status.

Let recruiters and others on LinkedIn know you are open to work with the **Open to** feature. Recruiters use the **open to new opportunities** spotlight to prioritize candidates who are actively seeking positions. The **Open to** feature allows you to set the parameters with job titles, locations, start dates, and job types (full-time, contract, internship, etc.). Select the **I'm open to remote work** checkbox to show in recruiter searches for remote positions. Recruiters use the **Employment type** filter to find candidates for specific job types, so ensure you select all job types that apply to you. You also control who can see your open-to-work status—only recruiters or all LinkedIn members.

LinkedIn Premium Career

LINKEDIN PREMIUM CAREER

Features include:

- LinkedIn Learning Courses
- InMail Messaging
- Who's Viewed Your Profile
- Top Applicant
- Competitive Insights

As you have learned, there is much you can do with a LinkedIn Basic account. When the time is right for you, take advantage of the upgrade to a free, one-year LinkedIn Premium Career subscription for veterans, service members and their spouses. Remember, after one-year, LinkedIn charges you a monthly subscription fee, so time your upgrade to maximize the benefits of the LinkedIn Career account. As a veteran, if you have never used your one-time upgrade, you are likely still eligible. Contact LinkedIn to find out more (<https://socialimpact.linkedin.com/programs/veterans/>) For military spouses, the one-year Premium Career subscription upgrade is applicable for each permanent change of station (PCS) move, career change, or job loss.

With the LinkedIn Basic account, you can develop your profile, research and follow companies, build your network, search and apply for open positions, and set job alerts. When you are ready to apply for open positions, a LinkedIn Career account offers additional helpful features to put you a step ahead of the competition.

LinkedIn Premium Career Features

LinkedIn Premium Career gives you access to the following benefits:

- **LinkedIn Learning Courses** so you can sharpen your skills with 15,000+ expert-led video courses.
- **InMail Messaging** so you can contact anyone, even if you are not connected.
- **Who's Viewed Your Profile** to see who viewed your profile over the last 90 days.
- **Top Applicant** to see a list of jobs where you are a great fit.
- **Competitive Insights** on people who are applying to the same job as you.

Recap and Closing Remarks

RECAP

- What goals will you set to expand your network on LinkedIn and by what deadline?
 - What connections will you make?
 - What groups will you join?
 - What companies will you follow?
- What job searches and alerts will you set up?
- What is your upgrade strategy for a LinkedIn Premium Career account?

Congratulations! You have taken steps toward setting yourself up for success. Continue using LinkedIn's job search features and expanding your network to increase your chances of landing your next job.

During this workshop you:

- Discovered LinkedIn Recruiter.
- Expanded your network through connections, groups, and organizations (companies).
- Searched LinkedIn job postings.
- Set job search alerts.
- Alerted recruiters you are open to work.

Thank you for your participation and your service.

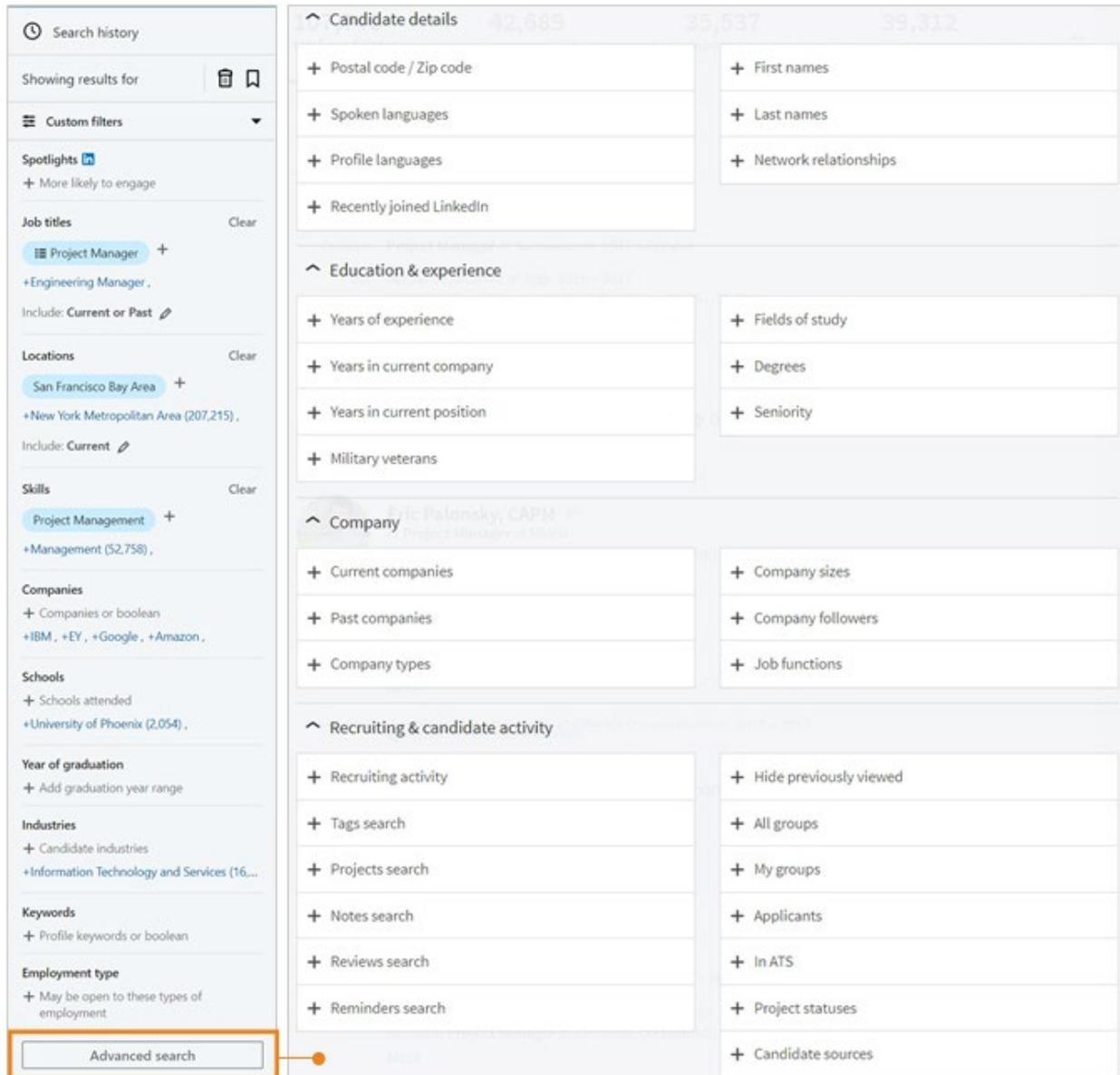
Visit <https://www.dol.gov/obttworkshops> to register for all OBTT Workshops and download the Website Guide.

Appendix

How Search Filters Work in Recruiter

Using Advanced Search Filters

You can use advanced search filters to refine your search results. To access advanced filters, click the Advanced search link.



Search Filter Functionality

Recruiter search filters allow you to build complex queries, but it's important to understand how to effectively combine search filters to yield the desired results. The search filters operate using Boolean logic, with implied AND, OR and NOT operators, as explained below.

The screenshot shows the LinkedIn search filter interface with several sections: Search history, Custom filters, Spotlights, Job titles, Locations, Skills, and Companies. Annotations explain various features and Boolean logic operators.

- Search history:** View your **Search history**.
- Custom filters:** Click the **Custom filters** drop-down to select, save, or delete a custom filter.
- Spotlights:** Click the **Trash** icon to clear your search. Click the **Bookmark** icon to save your search.
- Job titles:** Multiple search terms within a filter have an implicit **OR** command between them. Excluded terms appear in red. To add the term back to the search, place your cursor over the term and click the 'Ø' button again.
- Locations:** Multiple filters have an implicit **AND** command between them.
- Skills:** Place your cursor over a term and click 'X' to remove the term or 'Ø' to exclude the term from your search with a "NOT" command.
- Companies:** Some search filters support Boolean text commands, as indicated in the description. Smart suggestions dynamically appear in each filter as you adjust your search. Simply click on a suggestion to add it to your search or use the type head within the filter to look for a specific term.